

Sitka Collaborative Tourism Plan

Question: What do we need to know in order to make good decisions about our concerns?

Topic: Quality of Visitor Experience

1=High	1=easy					1=lots	1=subjective	1=Expensive
13=low	15=difficult					13=little	10=objective	10=Free
Urgency	Accessibility	Information	Number	Delivery	Who Has It?	Time	Credibility	Cost
1	1	Copy of a generic tourism plan outline	4		SCVB, C of C, ATIA, HA, NEV, FL, CA	9	9	9
2	9	What is carrying capacity of Sitka: medical; fish as a resource; what's too many per day?; trails; telecommunication; roads; museums; police; dock usage; city services - H2O, sewer, garbage	7		City Depart, Hospitals, Harbormaster, F&G, Citizens	1	1	8
2	2	Where money comes from for visitor services and expenses.	13					
3	6	Does Sitka have enough services/resources for visitor accommodations, and does it jeopardize rural status?	15					

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3	2	Needs/Wants of Visitor - what do we want the visitor to take away?	1		McDowell, SVCB, any business	8	3	7
4	4	Costs vs. Return - what does it cost Sitka to have visitors come here. What do we give up and gain (ie \$, Solitude, etc.)	3		City, Citizens	3	5	6
4	3	Visitor's Impressions (categorized by type of visitor): favorable/unfavorable, what did the visitor like/dislike; will they come back? Why or why not?; What will they tell their friends?	12					
5	7	When do visitors come?	10		SCVB, CofC, Hotels, Charter	6	8	3
5	3	How do we increase access/availability of local artwork and crafts to visitors?	16					

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5	10	At what point does Sitka price itself out of visitors - ie, taxes, cost of tours? How do we remain competitive?	14					
5	4	How do we pre-educate visitors about the value of community and natural resources (ie Seal of Sitka (Sitka Made))	17					
6	5	What is cultural/history they are coming to visit?	9		SCVB, National Parks, Visitors	7	7	5
6	3	What is the source of visitor satisfaction and what do they value about Sitka?	18					
7	8	How many fish caught makes a good experience - are we overfishing? What's too many a) Sport Fishers? b) Charter Fishers?	2		McDowell, F&G, Charter, Fishers	4	4	2

Urgency	Accessibility	Information	Number	Delivery	Who Has It?	Time	Credibility	Cost
8	6	Visitor capacity is a topic/issue/concern. Can 3's be legally limited - Fed (???) - via zoning; What tools are available to address these issues and what has worked in other places?	6		Ferry, SES, Airport, Harbormaster, Private Planes	5	6	4
9	3	Legal - is it legal/possible for local government to not allow shops to close in winter - can we limit # of types of shops - I.e. jewelry/fur, etc.; What tools are available to address these issues and what has worked in other places?	5		City Atty	2	2	1
13	15	Is there a truly objective source for info? If not, how to deal with that.	8					
13	15	How many visitors become residents?	11					